

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 10/555,715  
Confirmation No.: 9733  
First-Named Inventor: Jason Bregmen  
Filing Date: October 30, 2006  
Group Art Unit: 3611  
Examiner: Christopher Veraa  
Attorney Docket No.: 016989-000002  
Title: IMPROVEMENTS RELATING TO BILLBOARDS

**RESPONSE TO NON-FINAL OFFICE ACTION**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

In response to the Office Action dated October 8, 2008, please enter the following amendments and remarks in the above-mentioned patent application. A request for a two-month extension of time, with the requisite fee, is enclosed. No additional fees are believed to be necessary; however, should any fees be deemed required, please charge such fees to Deposit Account No. 23-3030, but not to include any payment of issue fees.

**Amendments to the Claims** are reflected in the **Listing of Claims** which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.